

Hospitality Working in a Socially Diverse Environment



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Countries of the World

People from the same country often have things in common because they have lived around each other for a long time and have similar customs.

People from other countries may have:

- different money
- a different language
- their own way of doing special things
- their own special holidays and celebrations.

Australia's population is made up of people from around the world and we get tourists from many other countries. When working in the tourism and hospitality industry it is important to understand a little about other cultures. When helping a customer from another country it is helpful to know a little about them.

Importance of Culture

Culture is the way any group defines itself. The things that make a group the same are the things that give it a separate identity. For example:

- If you are a Christian, then the year without Christmas would not be the same.
- Some cultures have arranged marriage so you cannot pick your own partner.
- In some cultures men and women eat separately.
- In some cultures everybody has a bath together.
- In some cultures only boys receive a higher education.



 ACTIVITY

Countries of the World

1) Use an atlas to arrange the following countries into their continents.

America Chile France Germany Italy Nigeria Zimbabwe
 Chad Iran Indonesia Japan Thailand Vietnam Spain
 Switzerland Netherlands Argentina Brazil Canada
 South Africa Pakistan India Portugal England

| Asia | Americas | Africa | Europe |
|------|----------|--------|--------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

2) Use these words to finish the sentences.

| | | | | |
|-------|-----------|-------|-------|---------|
| money | languages | world | dress | special |
|-------|-----------|-------|-------|---------|

a) There are many different countries in the _____.

b) They may have their own way of doing _____ things.

c) They speak different _____.

d) They spend different types of _____.

e) Sometimes they _____ differently.

3) What is culture?

4) Why is it helpful as a hospitality worker to know a little about other countries and cultures?

5) Find the countries below in the find-a-word.

Africa

England

Ireland

America

France

Italy

Australia

Germany

Netherlands

Canada

India

New Zealand

Chile

Indonesia

Spain

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Q | C | E | N | G | L | A | N | D | C | I | H |
| A | D | H | A | D | A | N | A | C | N | S | U |
| I | I | N | I | K | J | U | X | D | D | A | Q |
| S | R | W | A | L | O | M | I | N | F | F | A |
| E | E | K | P | L | E | A | A | Q | X | R | C |
| N | L | H | L | K | A | L | V | V | R | I | I |
| O | A | E | N | S | R | E | Y | L | H | C | R |
| D | N | L | P | E | U | J | Z | L | R | A | E |
| N | D | A | H | H | A | A | V | W | A | T | M |
| I | I | T | E | C | N | A | R | F | E | T | A |
| N | E | I | Y | N | A | M | R | E | G | N | I |
| N | Z | U | A | I | L | A | R | T | S | U | A |

Cultural Awareness

We all belong to different cultural groups. Some of these are school, work, friends, family, religion and country.

We behave in different ways in each group. For example when you are at school in class and out in the playground.

Different groups have different rules. Some things are okay to do in some groups, but wrong in others.

Cultural Awareness

Cultural awareness is about knowing that not all people are the same. People are often different because of their cultural background.

People may:

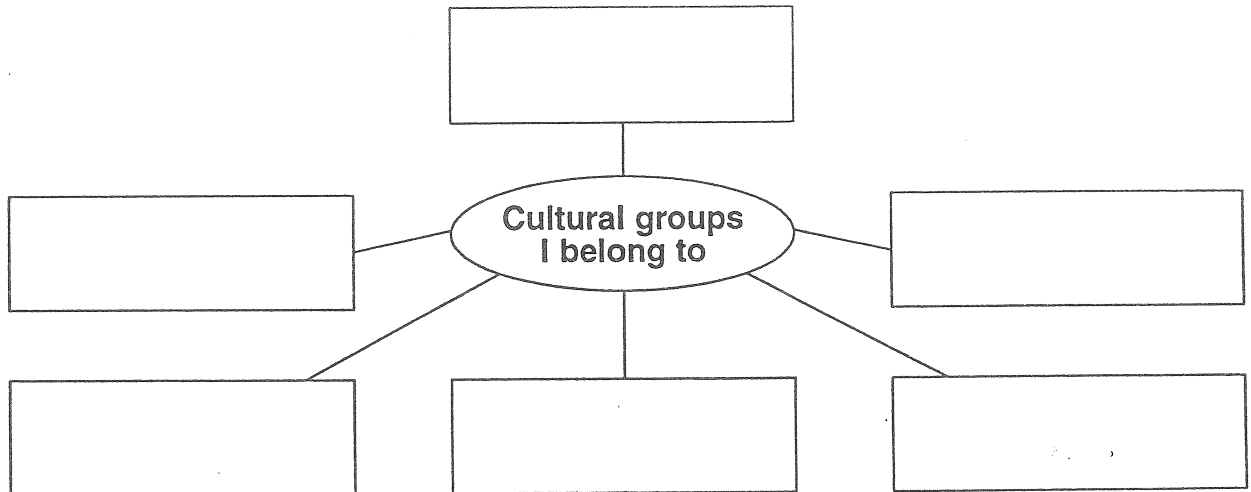
- live differently to one another, eg. some families all live together, grandmother, mum, dad, and children
- have different behaviours, eg. the Japanese bow when they meet, Australians shake hands when they meet
- think different things look good, eg. young people may like purple, pink, green hair and grandma may not think it looks good
- communicate differently, eg. many European people use hand gestures to communicate with each other
- approach life in different ways, eg. in some countries there is a 'siesta' or rest time in the afternoon.



ACTIVITY

Cultural Awareness

1) What cultural groups do you belong to?



2) What are the differences in how you behave in two of these groups?

a) The groups I am comparing are:

1) _____

2) _____

b) In group 1, I

c) In group 2, I

3) What is cultural awareness?

4) Give an example of each type of difference.

| Type of difference | Example of difference |
|----------------------------------|-----------------------|
| Live differently to one another | |
| Have different behaviours | |
| Think different things look good | |
| Communicate differently | |
| Approach life in different ways | |

Cultural Differences

Cultural differences may be the result of many factors.

Religion

Religion can affect how we eat, dress and behave. Customers and co-workers may have different religious beliefs.

Attitudes to work and family

Different in work ethics and they also may view the boss differently in some cultures

Role of the Individual

Different cultures have different views about the role of the individual. Some groups may not value a person thinking for themselves.

Food and drink

People have different preferences and time when they eat. They also have different social events where food is part of the celebrations.

Holidays and Celebrations

Holidays and major events are celebrated differently throughout the world.

Dress

Across the world there are many differences in how both men and women dress.

Communication

There may be differences in the way people communicate with each other. There are subjects some cultures find 'taboo' (will not talk about). Body language and gestures may also mean different things in some cultures.

When you work in the hospitality industry it is important to be aware of the many groups and cultures you will see. It is important to be aware of possible cultural differences of customers and other workers and try not to offend them.



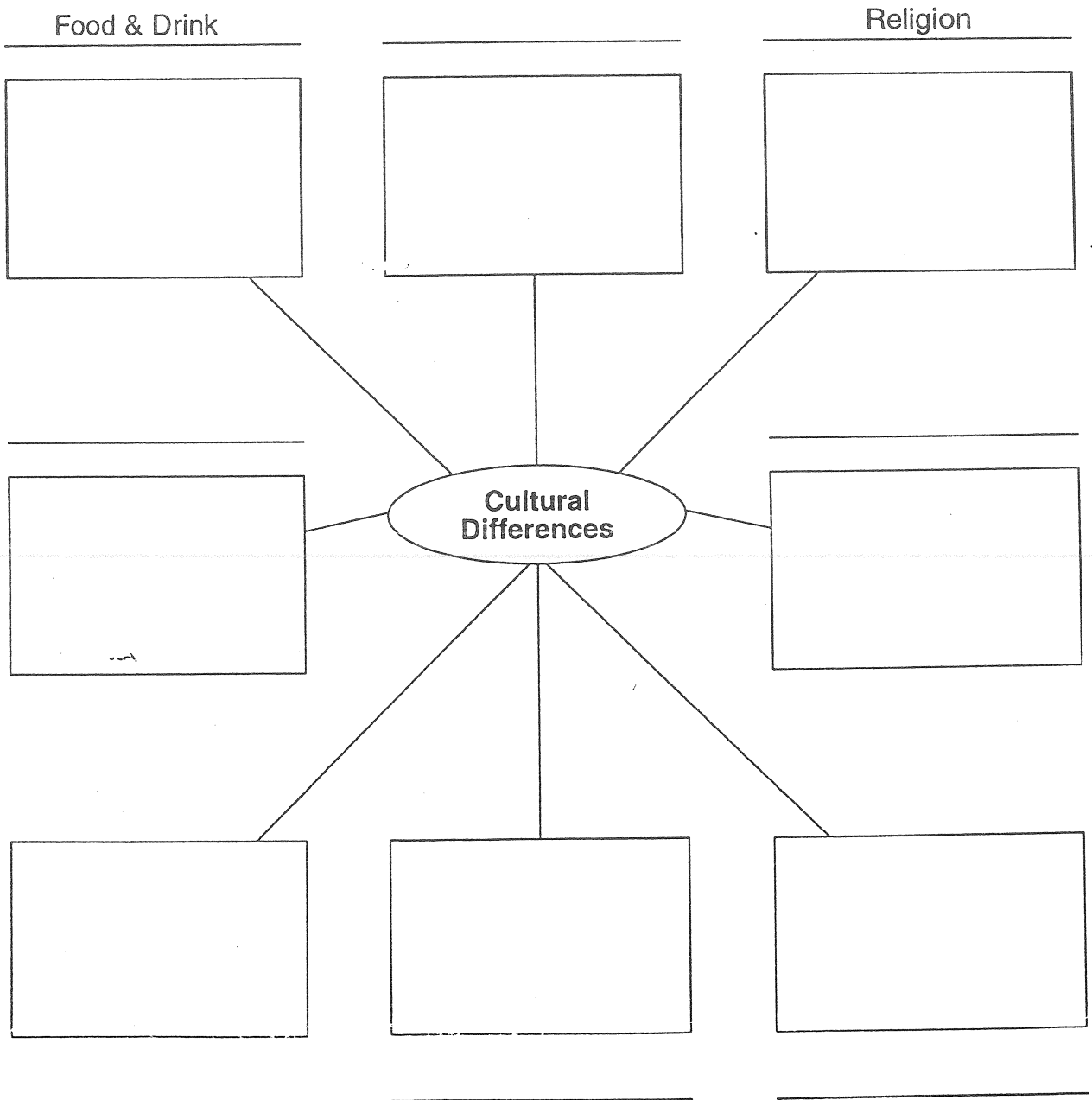


 ACTIVITY

Cultural Differences

- 1) Complete writing the main areas of cultural difference on the lines below.
 Research these areas of difference in another culture. Record a summary of the differences on the mind map below.

The culture I researched was _____.



The Effect of Change on Culture

Our lives are different in some ways from our grandparents' and parents'.

Many things have changed. For example, 50 years ago, most young people got married and then lived together. Now, some people live together and then get married.

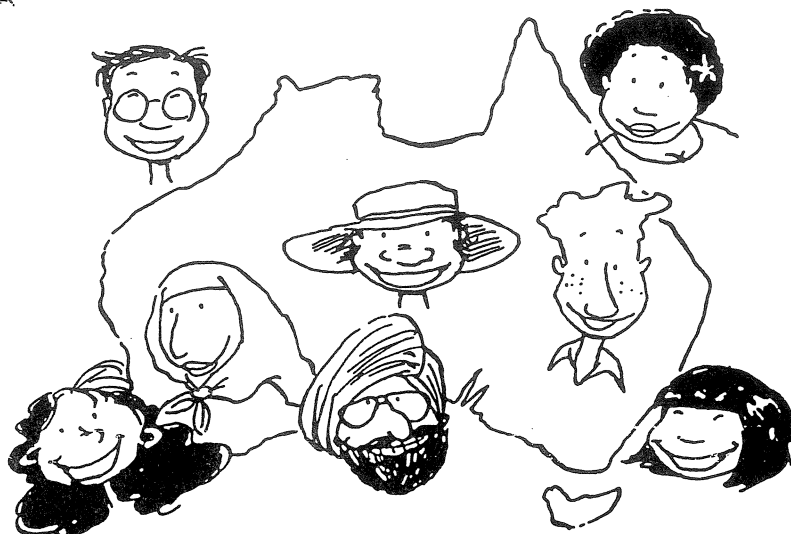
Reasons for Change

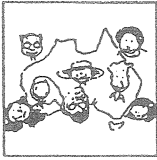
- 1) We are influenced by other cultures: 42% of Australians have at least one parent born overseas, and many Australians travel overseas.
- 2) Technology such as planes, television, telephone and the Internet lets us get to know people from other countries a lot easier.
- 3) People often want change to make their lives better and fairer.

Change, a Continuing Challenge

Change has been slow, but Australia is now a multicultural nation. Because of this change, Australia:

- is a more interesting place to live
- has a great mixture of languages
- provides different views on life.





ACTIVITY

The Effect of Change on Culture

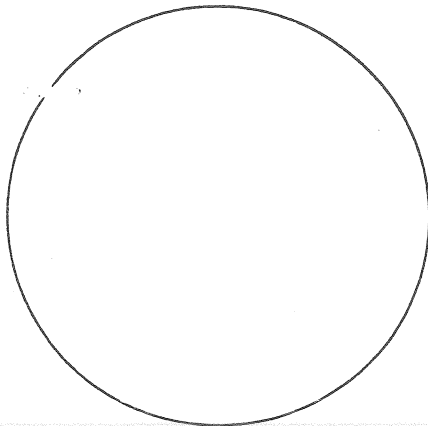
1) What are three reasons why change happens?

a) _____

b) _____

c) _____

2) Complete the pie graph below to show what percentage of Australians have at least one parent born overseas?



_____ percent of Australians having at least one parent born overseas.

_____ percent of Australians having parents born in Australia.

3) What are some of the benefits that change has brought to Australia?

4) The influence of other cultures has greatly changed the food we eat. Describe what changes have taken place.

Stereotyping

Stereotyping is when a person thinks that people from the same culture or group are the same or like the same things.

This is a false belief because there are often big differences between people from the same culture. It is easy to think that all Japanese like rice, all Australians are great beer drinkers and that Americans only eat hamburgers. These are called generalisations because they do not apply to everyone.

When stereotyping is useful

Having some general knowledge about different cultures helps to serve customers better.

Problems with stereotyping

Stereotyping is a problem when hospitality staff treat all people from a cultural group in the same way. They may cause embarrassment or offence to the customer from their actions. For example talking loudly and slowly to an asian customer in the belief that they can't speak english, without first checking to see if they can.

Other reasons people are different

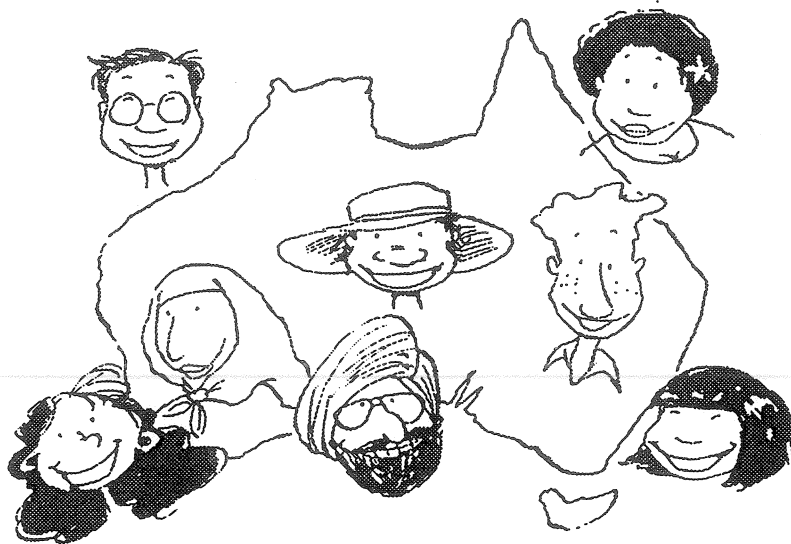
The needs, preferences and expectations of customers may also be affected by:

- age
- social background
- gender
- how much money they have
- sexual preference
- family structure
- disabilities.

It is important that hospitality workers do not allow stereotypes of other areas of difference to give offence to customers. For example thinking that anyone with a disability can't hear well.

Points to Remember

- Differences between people is part of everyday life.
- Respect peoples differences
- Accept that you will need time to understand about a different
- Avoid stereotyping and labelling people.





ACTIVITY

Stereotyping

1) What is stereotyping?

2) Is it true that people from the same culture all like the same things? Yes / No.

Why? _____

3) When is stereotyping useful?

4) Use the words from the box below to complete the sentences about problems with stereotyping.

| | | | | | | | |
|---------|--------|----------|---------------|------|-----|-------|----------|
| problem | loudly | checking | embarrassment | same | all | can't | cultural |
|---------|--------|----------|---------------|------|-----|-------|----------|

Stereotyping is a _____ when hospitality staff treat _____

people from a _____ group in the _____ way.

They may cause _____ or offence to the customer from their

actions. For example talking _____ and slowly to an asian customer

in the belief that they _____ speak english, without first

_____ to see if they can.

5) What other reasons besides culture may change the needs, expectations and preferences of customers?

A Multicultural Society

How Did the Multicultural Society Develop?

- Aboriginal people have lived in Australia for over 40 000 years.
- In 1788 the British arrived.
- The British way of life was adapted.
- The White Australia Policy was adopted to restrict immigration of non-white migrants. New settlers to Australia were expected to adopt 'British' culture.
- After World War Two, Australia had a mass-immigration program from Europe.
- Since the White Australia policy ended in 1972, there has been an increase in immigration from places such as Asia and the Middle East.

Aboriginal and Torres Strait Islanders

What do They Believe?

Aboriginal and Torres Strait Islander peoples have different languages, stories and spiritual beliefs.

Traditional communities pass on the Dreaming of the ancestors. Their Dreaming places are a spiritual link to the land and sacred sites.

The elders teach the young. Responsibilities are taught from a very young age.

As the British and the Aboriginal cultures were different, there were many conflicts. Even today, there are differences of opinion.

Aboriginal people believe in community and spiritual attachment to the land, while the British culture believes in using the land for agriculture and economic growth.

Recent Changes

In 1967 Aboriginal and Torres Strait Islanders were given equal rights and citizenship.

In the last twenty years Australia has begun to make better relationships with Aborigines and Torres Strait Islanders. There is a growing demand for tourism experiences of indigenous cultures providing increased opportunities for employment.

Benefits of Multiculturalism

Australia has benefited from having people from other countries move here. Some of these benefits are:

- a greater variety in food, art, music, clothes
- people learning new languages
- different perspectives on life, eg traditions holidays, religions
- better links with Australia's trading partners
- greater awareness of other countries.

Importance of Multiculturalism to Tourism

People visit more from other countries because:

- of increased numbers of people visiting friends and relatives living here
- they feel comfortable because Australians are used to having people from other countries here.



 ACTIVITY

A Multicultural Society

- 1) Survey the ethnic diversity of your part of the world. Write down the name and country of origin of at least 10 people. Try to get a diverse range of countries.

| Name | Country | Name | Country |
|------|---------|------|---------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

- 2) Circle the correct answer.

a) Aborigines were in Australia

- i) first ii) after Europeans iii) after Captain Cook

b) After World War Two Australia had a lot of new people come to live

- i) from America ii) from China iii) from Europe

c) The first British arrived

- i) 1900 ii) last year iii) 1788

4) What year were Aboriginals and Torres Strait Islanders given equal rights?

5) What are some of the benefits of multiculturalism?

The Hospitality and Tourism Workforce

The Hospitality and tourism industry is a good example of multiculturalism. Guests are welcomed from all over the world and the work force represents nations from around the world.

The Advantages of Cultural Diversity

The benefits of working in a workplace with a variety of cultures are:

- hearing and learning many different languages
- learning different ways of solving problems
- having a more interesting workplace
- learning about customers' cultural backgrounds.

Affect on Working Conditions

Cultural differences can affect working conditions. Cultural awareness means accepting and respecting these differences.

Examples of effects on working conditions include:

- Some people can only work on certain days eg Jewish people cannot work on a Saturday because that is their most important religious day of the week.
- Christian groups have a day off to celebrate Good Friday.
- Some cultural groups have a dress code such as covering the face, head, arms and legs.

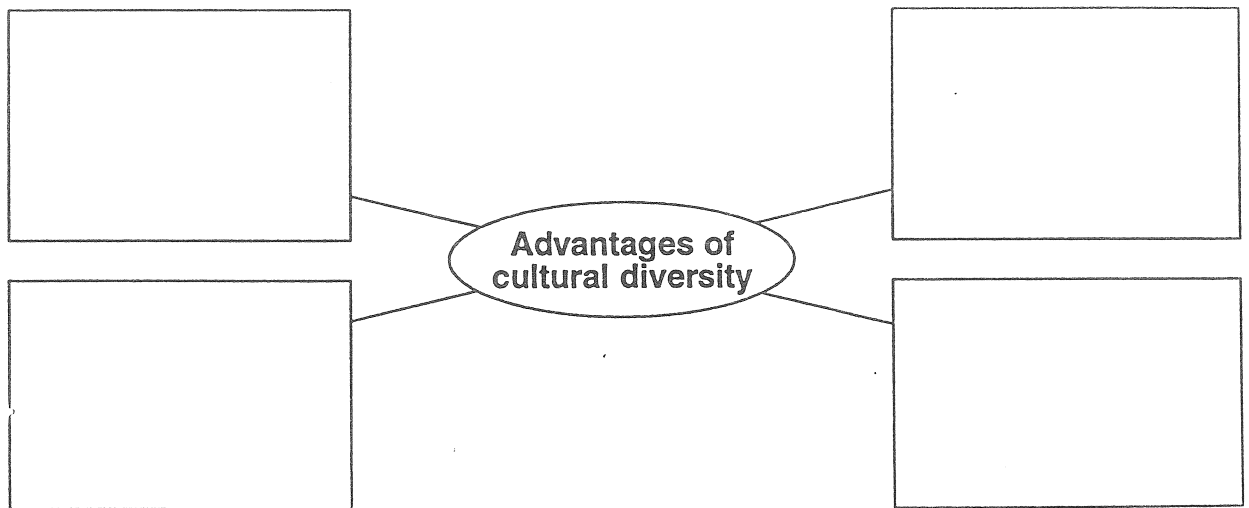




ACTIVITY

The Hospitality and Tourism Work Force

- 1) Complete the mind map telling the advantages of cultural diversity for a hospitality worker.



- 2) Jemma has been asked to work a different day next week because Ramira has a religious celebration to attend. Should she agree to the change? Explain the reasons for your answer.

- 3) Tom believes that guests from a different cultural background should be accepted and respected. However he believes that co-workers from different cultural backgrounds are fair game to be teased and harassed.

- a) Circle which part of Tom's belief is a problem.
b) Use the sentence beginning below to explain to Tom why it is a problem.

Tom you should _____

Domestic and International Customers

Customers of hospitality establishments can be divided into two main groups. These are domestic and international customers.

Domestic Customers

Domestic customers are Australians travelling within Australia. They could for example be travelling from Grafton to Melbourne or from Sydney to Perth.

International Customers

International customers are travellers from other countries that come to Australia to look at the country and its people. Australia has recently had a big increase in international visitors. Many international travellers are from a non-English speaking background.

International tourism helps the Australian economy by bringing money from other countries and by providing employment.

Some of the main groups that travel to Australia are:

- Americans
- Japanese
- Europeans
- Chinese
- New Zealanders
- Asians.

What This Means for Hospitality Workers

Hospitality workers will:

- have larger numbers of non-English-speaking customers
- develop good skills to help customers from other cultures.

Helping Non-English-speaking Customers

- Use gestures and demonstrations.
- Know simple words in other language.
- Draw diagrams and pictures.
- Have multi-language interpreter sheets.
- Know who at work can speak other languages.



ACTIVITY

Domestic and International Customers

- 1) What is a domestic customer?

A domestic customer is

- 2) What is an international customer?

An international customer is

- 3) Sandra travelled to Brisbane with her sisters. They stayed in a hotel and went to the Gold Coast to visit Movie World. What type of tourist is Sandra?

Sandra is a

- 4) Abdul is visiting his relatives in Australia. What type of tourist is Abdul?

Abdul is a

- 5) Christina went from Sydney to stay in Melbourne with her family. She went to the shops, Lygon Street and to McDonalds.

Christina is a

6) Who are some of the main groups that travel to Australia?

7) Circle true or false for the following sentences.

a) Hospitality workers may have many non-English speaking customers.

True ☐ False ☐

b) No new skills are needed to help non-English speaking customers.

True ☐ False ☐

c) There is no need to learn simple words from other languages.

True ☐ False ☐

d) Diagrams, gestures and pictures will help give a message.

True ☐ False ☐

Catering for International Customers – Some Examples

Facts on Chinese Visitors

- They greet you with a nod and slight bow.
- Smiling may indicate happiness, affection or even apology.
- They like to know the details about things.
- May not need highly personalised service.
- They like savoury food with rice cooked simply and quickly.

Facts on German Visitors

- They enjoy activities and entertainment, like visiting zoos, parks and Aboriginal sites.
- They like fast, efficient service and expect you to get things done, not make excuses.
- They like precise information.
- They may be abrupt and tend not to say please and thank you.

Facts on Japanese Visitors

- Many Japanese couples come to Australia for their honeymoon.
- Most Japanese travel as a tour group.
- They generally prefer smoking rooms with twin beds.
- They like to eat fresh, good quality seafood and vegetables prepared simply.

Facts on American Visitors

- They expect quality establishments and good service.
- They are curious shoppers.
- They ask lots of questions and like you to answer them.
- They enjoy being recognised as Americans.
- They like ice water when they sit down to eat.
- When they eat, they often like big servings of food.





ACTIVITY

Catering for International Customers – Some Examples

1) Write which country the following facts probably describe.

a) They like fast, efficient service and expect you to get things done, not make excuses.

b) They like to know the details about things.

c) They like to eat fresh, good quality seafood and vegetables prepared simply.

d) They generally prefer smoking rooms with twin beds

e) When they eat they often like big servings of food.

f) They greet you with a nod and slight bow.

g) They like ice water when they sit down to eat

h) They prefer to travel as a tour group

2) Find out some facts about another group of international visitors.

Religion and the Needs of Customers

Religion plays a big role in many cultures. An understanding of religious differences will help meet the needs of customers.

Buddhism

Buddhists:

- are peaceful and care about all living things
- worship daily
- often eat vegetarian food.

Hinduism

Hindus:

- believe in many gods
- believe cows are sacred
- don't eat meat
- believe that the left hand is unclean, so eat with the right hand only.

Judaism

Jews:

- pray daily
- don't work on a Saturday
- have restrictions on what they are allowed to eat, eg no pork or animals that live underground; meat and milk products shouldn't be made or eaten together
- only eat food that is 'kosher' (food prepared the right way for the Jewish religion).

Islam

Muslims:

- have a daily prayer ritual
- have a strict diet of food (called halal) prepared the way Muslim law says it should be
- fast (don't eat) between sun up and sun down in the month of Ramadan
- never drink alcohol; it is forbidden.



ACTIVITY

Religion and the Needs of Customers

- 1) How will having an understanding of religious differences help a hospitality worker?

- 2) Write which religion the following facts probably describe.

- a) Have a daily prayer ritual

- b) Often eat vegetarian food

- c) Believe in many gods

- d) Believe that the left hand is unclean, so eat with the right hand only

- e) Only eat food that is 'kosher'

- f) Have a strict diet of food (called halal)

g) Are peaceful and care about all living things. _____

h) Don't work on a Saturday

3) Find out some facts about another religion.

Dealing with Cultural Misunderstandings

Difficulties occur with people from other cultures because of:

- poor communication
- lack of patience
- expecting people to behave in stereotypical way.

Examples of Cultural Differences

- 'Taco' means idiot in Japanese.
- In most Asian countries, it is polite not to look at a person in the eye when you talk to them.
- In Eastern Europe, hugging and kissing on the cheek with men is common.
- Not all cultures say thank you.
- In some cultures, it is normal to be quiet.
- Laughter can be an expression of embarrassment.

Steps to Follow When a Misunderstanding Happens

- Find out how the misunderstanding happened.
- Work out how to put the situation right.
- Make sure that a similar situation does not happen again by telling other employees.
- If there is a misunderstanding that you cannot solve, ask a more experienced person or supervisor to help.





ACTIVITY

Dealing with Cultural Misunderstandings

1) Write down three reasons why difficulties can occur with people from other cultures.

a) _____

b) _____

c) _____

2) Write down the 'steps to follow when a misunderstanding happens' in your own words.

• _____

• _____

• _____

• _____

3) You are serving an international visitor who cannot speak English when they suddenly get very upset. You have no idea what you have done to upset them. Write down two ways you could try to fix the situation.

a) _____

b) _____

What the Law says about Differences

Anti-Discrimination

Discrimination is the treatment of one person less favourably than another due to personal characteristics.

Discrimination in any form is against the law in Australia.

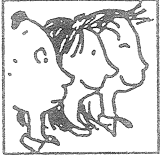
Customers or staff cannot be discriminated against on the basis of sex, marital status, pregnancy, sexual preference, race nationality and physical and mental impairment.

Everyone has the right to be treated fairly.

Equal Employment Opportunity

Equal Employment Opportunity (EEO) is the principle of merit applied fairly in the work force. It makes sure that all people have an equal opportunity in employment.

EEO in the workplace involves identifying and getting rid of any discriminatory barriers that cause inequality in the employment of any person or group of people. The aim of EEO is to bring the disadvantaged up to the same level as other employees.



ACTIVITY

What the Law says about Differences

1) Answer the following questions.

a) What does equal employment opportunity mean?

EEO means that employers

b) What does discrimination mean?

2) Circle the best answer

a) Discrimination means:

I) treating everyone the same

II) treating some people less favourably

III) giving someone a equal employment opportunity

b) Equal employment opportunity

I) is unfair

II) discriminates against people

III) gives everyone a fair go.

3) Finish these sentences in your own words.

a) You should treat other people

b) My own personal experience of discrimination was

4) Read the following cases and decide if the employee was discriminated against. Explain your reason.

a) A person working in a job was late to work everyday. After two weeks the employer sacked them.

The employee (was / was not) discriminated against because

- b) A person was a good worker and worked in the same job for three years. She got married and then decided to have a baby. The boss sacked her.

The employee (was / was not) discriminated against because

- c) An aboriginal person rang up about a job as a junior kitchen hand, the employer invited them to come down to try the job out, because nobody else had phoned. When the aboriginal person turned up the employer said, "I don't think you'd be suitable" without giving a reason.

The employee (was / was not) discriminated against because

- d) There was an add in the paper for a job in a hotel as a cleaner. My friend Ahmed applied and did not get the job.

The employee (was / was not) discriminated against because
